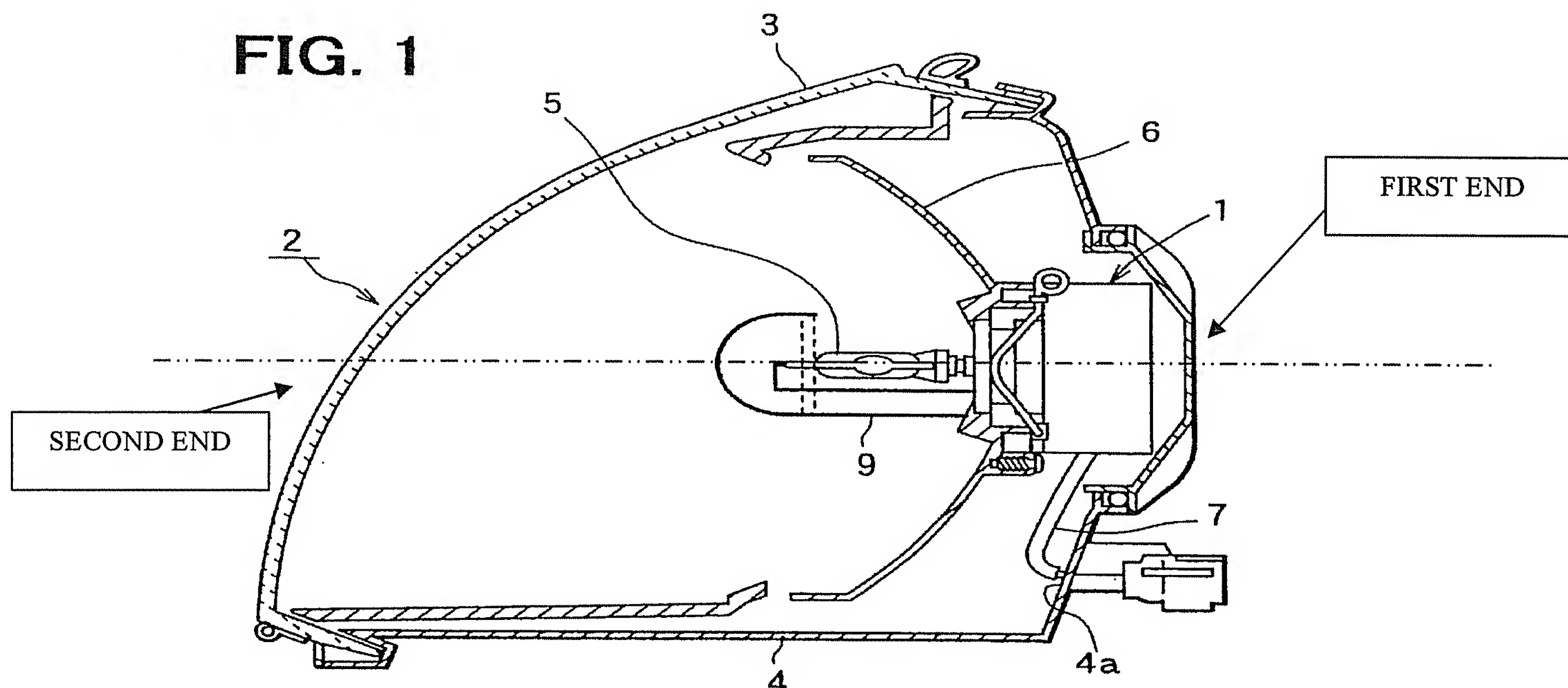


**REMARKS**

Claims 1, 3-12 and 16-23 are currently pending in the present application. No new matter has been added. The Office Action states that claims 1, 3-8 and 17-23 are allowed. Claims 9 and 11-12 have been rejected under 35 U.S.C. 102(b) as being anticipated by U.S. Patent 6,540,388 to Aida. Claims 9 and 11-12 include the features of first and second ends of the vehicle lamp located along a lamp longitudinal axis that is coincidental with a longitudinal axis of the lamp body, wherein the reflector housing is positioned at the first end, wherein the transparent face is positioned at the second end, and wherein the lamp base and the electronic circuit are positioned in proximity to the second end. Applicants respectfully point out that Aida does not disclose any of these claimed features.

Aida is directed towards a mounting device for a lamp that utilizes a particular structure and configuration with the objective of reducing heat conduction from the lamp. To this end, Aida utilizes a rear-mounted lamp that passes through an opening in a reflector plate 6 as shown in this marked up-version of FIG 1:



Aida shows a first end, as determined by the longitudinal axis of the lamp body, that has a housing 4 with a lamp base 1 in proximity thereto. Aida shows a second end, that has a front glass 2. Clearly, Aida does not disclose the feature of first and second ends of the

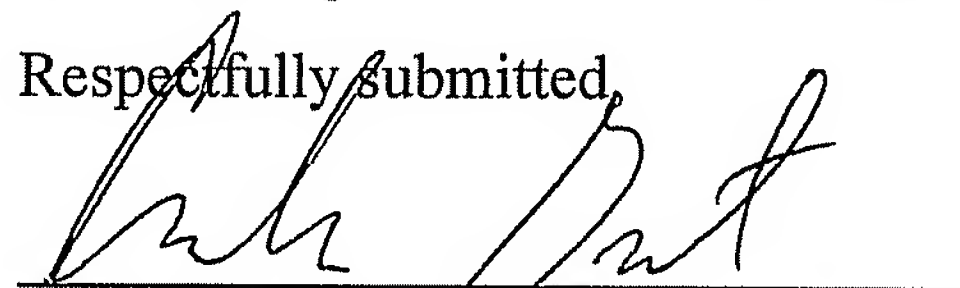
vehicle lamp located along a lamp longitudinal axis that is coincidental with a longitudinal axis of the lamp body, wherein the reflector housing is positioned at the first end, wherein the transparent face is positioned at the second end, and wherein the lamp base and the electronic circuit are positioned in proximity to the-second end.

Claim 10 has been rejected under 35 U.S.C. 103 as being obvious over Aida in view of Lesch. Claim 16 has been rejected under 35 U.S.C. 103 as being obvious over Aida. Claims 10 and 16 depend from claim 9 and include the features of first and second ends of the vehicle lamp located along a lamp longitudinal axis that is coincidental with a longitudinal axis of the lamp body, wherein the reflector housing is positioned at the first end, wherein the transparent face is positioned at the second end, and wherein the lamp base and the electronic circuit are positioned in proximity to the-second end. As described above, Aida does not disclose these features and Lesch does not make up for the deficiencies in Aida.

In view of the foregoing, Applicants respectfully submit that the specification, the drawings and all claims presented in this application are currently in condition for allowance. Accordingly, Applicants respectfully request favorable consideration and that this application be passed to allowance. Should any changes to the claims and/or specification be deemed necessary to place the application in condition for allowance, the Examiner is respectfully requested to contact the undersigned to discuss the same.

Dated: 4/20/09

Respectfully submitted,



Andrew C. Gust  
Registration No. 47,620  
Akerman Senterfitt  
for Chris Ries, Reg. No. 45,799  
Philips Electronics North America  
Corporation  
345 Scarborough Road  
Briarcliff Manor, New York 10510  
Telephone: 914-333-9693  
Facsimile: 914-332-0615  
File: DE 040008